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Determinants of Sustained International Tourists' Demand at the Cultural Triangle in Sri Lanka

By

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Abstract

This explorative research study was conducted to identify the determinants for sustained tourists' demand at Cultural Triangle in Sri Lanka under the discipline of destination marketing. The sound literature supported, ten variables were identified, and where eight variables identified as independent variables including tourists' Geo-demographic factors. Tourists' Satisfaction, which was considered as mediating variable and tourists' sustained demand, was depended variable of the study. Population of the study is identified based on the number of tourists visited Cultural Triangle in year 2013, and stratified random sampling technique was facilitated to identify research sample, representing sub destinations such as Anuradhapura, Polonnaruwa, and Kandy. On the findings, tourists' awareness was very poor on the sub places in Cultural Triangle, and related to the enhance of tourists' satisfaction, all independent variable were significant, where Festival/Event activities, and total Pricing system are significantly affecting to reduce tourists' satisfaction. At measuring the relationship with independent variables and sustained tourists' demand, except Infrastructure and Festival/Event activities, other variables were significant to increase the sustained tourists' demand while total Price system contributed to reduce the sustained demand. Geo-demographic factors such as Country, Visited Area, Sex, Age group, Income, Knew destination, and Religion, were significant to enhance tourists' satisfaction, and tourists' satisfaction was positively correlated with tourists' sustained demand. Finally it was revealed, that tourists' satisfaction is mediated in between independent variable and dependent variable. According to the results, it can be recommended to upgrade the existing facilities, such as attraction, entertainment, education, infrastructure, and festival and event; and to enrich destinations' promotion, while managing pricing system, practiced by destinations and its stakeholders.

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